

For Immediate Release

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This is NOT an Oktoberfest...

This is FREAKTOBERFEST®!!

2nd Annual Boutique Beer & Music Festival

*** Spectacular Craft Beer * Bands * Burlesque * Live Freaks and Beer Geeks ***

New York, NY – August 2009 Shmaltz Brewing Company, Bierkraft, Southpaw, Piquena, and BeertenderBrooklyn present the **2nd Annual FREAKTOBERFEST Boutique Beer & Music Festival** happening on Saturday, October 3, 2009 at Public Assembly (70 N 6th Street, Williamsburg, NY). The event will take place from 2 pm – 9 pm. General admission is \$20 (5 tasting tickets, access to live performances), and VIP tickets are \$75 (unlimited tastings + access to VIP loft featuring rare and vintage beers).

A special session dubbed Geektobberfest will be held from 2 pm – 4 pm, which will include brewery owners pouring specialty beers and conducting educational tastings. Shmaltz Brewing will release a one of a kind beer called **Geektobberfest** exclusively at this event. Additional tasting tickets can be purchased onsite. For more detailed information and to purchase event tickets, please visit: www.freaktoberfest.com.

The **2nd Annual FREAKTOBERFEST** will be MC'd by Donny Vomit, the Human Blockhead and current MC of the Coney Island Sideshow. Featured live performances by Corn Mo and 357 Lover. Participating breweries include Shmaltz Brewing (HE'BREW Beer and Coney Island Craft Lagers®), Lagunitas, Stone, Sixpoint, Bear Republic, Dogfish Head, Flying Dog, Speakeasy, Captain Lawrence, River Horse, Victory, Ithaca, Arcadia, Sly Fox, Harpoon, Smuttynose and many others soon to be announced.

The upcoming **2nd Annual FREAKTOBERFEST** marks the national launch of **Coney Island Freaktoberfest®**. Boiled and toiled in our stainless cauldrons with 6 malts, 6 hops, and 6.66% alc, Shmaltz's bewitching Fall attraction serves up a tasty treat for Oktoberfest through Halloween. 22 oz. bottles and a very limited supply of kegs will appear at specialty shops and select bars throughout NYC and nationwide starting now.

To view a list of all Freaktoberfest events happening across the country, and see what Shmaltz has cooking for NY Beer Week (Sept 12-18) including special events at Spuyten Duyvil, Barcade, Blind Tiger, Dive Bars, Rattle N Hum and other venues, please visit www.shmaltzbrewing.com.

About Shmaltz Brewing Company

Established in San Francisco in 1996 with the first batch of 100 cases of HE'BREW Beer bottled, labeled, and delivered by hand, Shmaltz Brewing Company has sold over 5 million bottles of beer to date. Along with their acclaimed line of HE'BREW Beers, Shmaltz introduced its new line of sideshow-inspired Coney Island Craft Lagers® with six featured attractions including Coney Island Lager®, Albino Python®, Sword Swallower®, Human Blockhead®, Mermaid Pilsner®, and Freaktoberfest®. Proceeds help Coney Island USA, a 501(c)(3) Arts Non-Profit fulfill its mission to defend the honor of lost forms of American popular culture in Brooklyn's historic Coney Island neighborhood.

Shmaltz offerings are available in over 25 states through over 30 wholesalers at more than 1500 retail specialty shops across the U.S. including Beverages & More, Whole Foods, Total Wine, select Krogers, and Cost Plus.

Shmaltz Brewing beers have appeared in such distinguished media outlets as *The New York Times*, *CNN Headline News*, *The Onion*, *Beer Advocate Magazine*, *Celebrator Beer News*, *Ale Street News*, *The Today Show*, *Bravo*, *NPR's "Weekend Edition,"* *New York Magazine*, *Newsweek*, *Elle*, *SELF*, *Men's Health*, *BUST*, *Playboy*, *Associated Press*, *Reuters*, *MSNBC*, *San Francisco Magazine*, *The Jerusalem Report*, *New York Jewish Week*, *Who Wants to Be a Millionaire*, *Forbes.com* and *Entrepreneur.com*.

For more information, please visit www.shmaltzbrewing.com

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